SYSTEMS, METHODS AND COMPUTER PROGRAM PRODUCTS FOR INTEGRATING ADVERTISING WITHIN WEB CONTENT

ABSTRACT OF THE DISCLOSURE

Systems, methods, and computer program products that facilitate the integration and accounting of advertising within audio Web content requested by users via telephone devices are provided. Upon receiving a

5   request from a user for Web content via a telephone device, a Web server retrieves an advertisement from an advertisement server, inserts the retrieved advertisement within the user requested Web content, and forwards the user requested Web content and advertisement to a text-

10   to-speech transcoder for conversion to an audio format. The text-to-speech transcoder converts the Web content and advertisement from a text-based format to an audio format and serves the Web content and advertisement in the audio format to the user client device via a

15   telephone link established with the user client device. If an advertisement is interactive, a text-to-speech transcoder may be configured to notify an advertisement server of user interaction with the advertisement. Information such as an identification of a requesting

20   client device, user, as well as time and date information, may be recorded by an advertisement server for use in measuring effectiveness of a particular marketing and/or advertising campaign. Information associated with providing a user with additional

25   information associated with an advertisement may also be stored.

30